

App. No. 10/788,989
Amendment Dated July 2, 2007
Reply to Final Office Action of May 1, 2007

REMARKS/ARGUMENTS

The claims have been amended as set forth above. Claims 2-5, 9-25, 27-28 and 30-31 are cancelled. Claims 32-52 are new. No new matter has been added. Applicants believe that the claims are in condition for allowance.

I. Examiner Interview dated June 14, 2006

An interview was held on June 14, 2006. During the interview the above amendments to the claims were discussed. Applicants believe that an agreement was reached that the amendments herein overcome the cited references. Examiner Washburn indicated that he would need to update his search.

II. Claim Objections

Claim 1 is objected to as including a typographical error. Claim 1 has been amended as set forth above. Applicants assert that the objection has been overcome.

III. Rejection Under 35 U.S.C. 103(a)

Claims 1, 6 and 7 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 5,737,394 issued to Anderson et al. (hereinafter "Anderson") in view of U.S. Patent Publication No. 2002/0183098 published to Lee et al. (hereinafter "Lee") and further in view of U.S. Publication No. 2004/0253976 published to Lin (hereinafter "Lin"). Claim 8 is rejected under 35 U.S.C. 103(a) as being unpatentable over Anderson in view of Lee and further in view of Lin and further in view of U.S. Patent No. 6,762,740 issued to Kimura (hereinafter "Kimura"). In light of the claim amendments herein, applicants respectfully disagree with the rejection. Independent claim 1 includes the following combination of features that is not taught or suggested over the cited references:

providing a first software application associated with a first mobile partner and a second software application associated with a second mobile partner, wherein the first and second software applications associate a function with a soft key according to an incoming event notification, wherein the function of the soft key is selectable by receiving an input from a hardware button;

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associating a color scheme with the first and second software applications to indicate that the function of the soft key is associated with the hardware button, wherein the color scheme includes a first brand extension color scheme for a first mobile partner and a second brand extension scheme for a second mobile partner;

receiving an incoming event notification that instantiates the first software application on the computing device, wherein the first software application determines software functionality options for the software key for responding to the incoming event notification;

illuminating the soft key and the hardware button on the computing device according to the first brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification and to indicate that the first software application is associated with the first mobile partner;

instantiating the second software application; and

illuminating the soft key and the hardware button on the computing device according to the second brand extension color scheme to indicate that the hardware button is associated with the soft key and to indicate that the second software application is associated with the second mobile partner.

The above features are not taught or suggested by the cited references. Anderson pertains to a portable telephone that includes changeable keys that have dedicated functions. Lee teaches a lighted key pad that illuminates to indicate a caller associated with caller identification. Lin teaches a lighting up keys of a mobile phone to guide a user through an application. Kimura teaches storing a color associated with date information. None of the references teach or suggest the combination of features of amended claim 1. In particular, neither reference teaches "associating a color scheme with the first and second software applications to indicate that the function of the soft key is associated with the hardware button, wherein the color scheme includes a first brand extension color scheme for a first mobile partner and a second brand extension scheme for a second mobile partner." Also, neither reference teaches "illuminating the soft key and the hardware button on the computing device according to the first brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification and to indicate that the first software application is

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associated with the first mobile partner," and "illuminating the soft key and the hardware button on the computing device according to the second brand extension color scheme to indicate that the hardware button is associated with the soft key and to indicate that the second software application is associated with the second mobile partner." Accordingly, applicants assert that claim 1 is in condition for allowance.

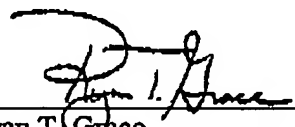
With regard to the dependent claims, they include features that are not taught or suggested by the cited reference. Moreover, those claims ultimately depend from independent claim 1. As such, they are thought allowable for at least those same reasons.

IV. Request For Reconsideration

In view of the foregoing amendments and remarks, all pending claims are believed to be allowable and the application is in condition for allowance. Therefore, a Notice of Allowance is respectfully requested. Should the Examiner have any further issues regarding this application, the Examiner is requested to contact the undersigned attorney for the applicant at the telephone number provided below.

Respectfully submitted,

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